

## LAUNCHING A WEB SITE USING A PASSIVE TRANSPONDER

### ABSTRACT OF THE DISCLOSURE

5 A method of displaying a web page to a user. A triggering device (2502) having a unique code stored therein is provided to the user. The unique code is extracted from the triggering device (2502) with an activation system (302), the activation system (302) disposed on a network (306). Location information associated with the unique code is retrieved from a database (1614 or 310), the location information corresponding to a location of the web page on a remote location (312) disposed on the network (306). In response to retrieving the location information, the activation system (302) is connected to the remote location (312). The web page corresponding to the location information of the remote location (312) is then presented to the user via the activation system (302).